## CONTENTS

	Preface vii Vii Valvana salamuano 3 wolf	
	Foreword by David L. Smith, CEO and Founder, Mediasmith, Inc. xi	
CHAPTER ONE	Introduction to Media Planning: The Art of Matching Media to the Advertiser's Marketing Needs	1
	Media: A Message Delivery System 2  Media Planning 3  The Changing Face of Media Planning 4	
	The Changing Role of Media Planners 8 Classes of Media 10	
	General Procedures in Media Planning 15 Principles for Selecting Media Vehicles 19 Problems in Media Planning 21	
CHAPTER TWO	Sample Media Plan Presentation	27
	Background to Hypothetical Plan 28  Media Objectives 29  Competitive Analysis 30  Target Audience Analysis 34	no dinancia manana
	Media Habits 35	
	Flowchart and Budget 41 Post-Buy Evaluation 43	

6 7 8 9 10 11 12 1

Summary

138

The Relationship Among Media, Advertising, and Consumers	45
How Consumers Choose Media: Entertainment and Information 45	
Interactive Television 48	
Varied Relationships Between Audiences and Media 48	
How Consumers Perceive Digital Advertising 51	
How Audiences Process Information from Media 51	
The Media's Importance in the Buying Process 53	
Media Planning and the Marketing Mix 54	
Exposure: The Basic Measurement of Media Audiences 55	
Need for Better Media Vehicle Measurements 57	
Response Function 58	
Measuring Audiences to Advertising Vehicles 59	
The Top Five Perennial Questions That  Media Research Cannot Answer 63	
Basic Measurements and Calculations	67
How Media Vehicles Are Measured 67	
Nielsen Television Ratings 68	
Arbitron Radio Ratings 73	
Magazines and Newspapers 74	
Internet 75 main shall alome?	
Out-of-Home 77	
How the Data Are Interpreted 77	
General Uses of Vehicle Audience Measurements 78	
Various Concepts of Audience Measurements 79	
25 attidell sizeM.	
Advanced Measurements and Calculations	105
GRPs 106	
Gross Impressions 107	
Reach 110	
Frequency 121	
Brief History of Effective Frequency 132	

CHAPTER SIX	Marketing Strategy and Media Planning	139
	What a Media Planner Needs to Know 139	minimum production and the second
	Situation Analysis 140	
	Marketing Strategy Plan 141	
	Competitive Media Expenditure Analysis 154	
	Analyzing the Data 164	
	International Competitive Analysis 166	
	Managing Media Planning and Buying 167	
	Sources of Marketing Data 168	
CHAPTER SEVEN	Strategy Planning I: Who, Where, and When	175
	Target Selection 176	
	Where to Advertise 190	
	When to Advertise 205	
CHAPTER EIGHT	Strategy Planning II: Weighting, Reach, Frequency, and Scheduling	209
	Geographic Weighting 209	
	Reach and Frequency 223	
	Effective Frequency and Reach 227	
	Final Thoughts About Reach and Frequency 232 Scheduling 233	
	the first and are entered one very sugard unfigurates gives users the	
CHAPTER NINE	Selecting Media Classes:	
	Intermedia Comparisons	237
	Comparing Media 237	
	Consumer Media Classes 238	
	Other Media 267 Month or group of the Media	
	Intermedia Comparisons for Nonmeasured Media 271	
	Media Mix 272	